



# **5** **Ways** to Capture Marketing ROI

### The formula to getting found

**Getting found: it's the difference between a booming business and a busted bottom line.** There's only one way to make sure that your ideal prospects can find you: *Be in the right place, at the right time, with the right information.*



#### The right place

Wherever your prospects look for new suppliers.



#### The right time

When your prospects are in need of a new supplier.



#### The right information

The detailed specs that your customers look for.

Keep these guidelines in mind as you read through the following five tips. They factor in different ways to each one, and you'll learn how to address them in the most cost-effective way possible.

You probably have several different goals in mind for your marketing plan: increasing traffic, getting more leads, building your brand. But at the end of the day, what matters most to you? The answer has to be your Return on Investment (ROI). All of your marketing efforts should be based on clear, goal-oriented metrics, and how they relate to your bottom line.

With so many marketing tools at your disposal today – and a shift in buyer responsiveness from outbound to inbound marketing – it's not always easy to lay out a plan to capture the ROI of a given campaign or program.

These five tips will help you focus your strategy on a metrics-driven marketing program – one that can deliver tangible, measureable results based on sales goals and objectives. Knowing how to measure and capture ROI helps you gauge your program's success – and more importantly, gives you an organized, ready-to-present package for your CEO and executive team.



# 1 Identify

A stylized illustration of a person in a grey silhouette aiming a yellow arrow at a target. The target is represented by a yellow horizontal line and a yellow curved arrow pointing towards it. The person is standing on the letter 'I' of the word 'Identify'.

## Set your goals up front

“Return on investment” (ROI) means nothing without targeted goals and benchmarks. The very first step to capturing ROI is assessing your current marketing plan and determining what you’d like to improve. These metrics are your Key Performance Indicators (KPIs) – the markers on your roadmap to more business.

### **KPIs are typically “big-picture” measurements – things like:**

- Leads generated
- Customers converted from leads
- RFQs submitted

### **Depending on your goals, KPIs can also be more specific, for instance:**

- Upselling existing customers
- Increasing e-commerce orders
- Improving conversions from emails or blogs



# 2 Attract

## Develop a comprehensive marketing plan in order to get found by buyers

A solid marketing plan addresses buyers at each part of the sales funnel, in all the places they look for information about industry and suppliers. That may sound like casting a broad net, but in order to strengthen your ROI, you actually need to be more targeted in your communication. That means knowing where buyers spend their time researching, and understanding what information they need to make a supplier decision.

The following are some of the most effective places to attract new leads, with a focus on ROI and efficiency.

- The content on your own website
- Social media
- Direct email communication
- Targeted industry news publications
- Content-rich online company profiles (free on [thomasnet.com](http://thomasnet.com))

As far as what information to focus on, above all, be specific and complete in describing your capabilities, specialties, and expertise. The more information you give a buyer up front, the more likely they are to keep you on their selection short list.



# 3 Convert

## Turn visitors into customers – and advocates.

Getting found by potential customers is only the first step in the sales process. You need to give customers a good reason to connect with you. The best place to start is with your content.

High quality content is the most efficient way to create an immediate sense of value and trust with new visitors who have found you, and it's the best way to move leads down the sales funnel. Place “fresh” content on your own site, on buying platforms, or other avenues of communication. Create targeted white papers and ebooks to use as downloads to build both customer loyalty – and your customer database. And, keep the following in mind:

- Buyers need specific content to move forward with you as a potential partner, and they don't want to have to work hard to find it.
- Interesting, useful content creates a relationship and brand loyalty – intangibly valuable assets to have in your corner.



## Set up your measuring toolkit

### How do I calculate my ROI?

The simplest ROI calculation is a ratio between dollars spent on marketing, and new business gained:

**New business  
directly generated**

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**Cost of marketing plan**

There are many other metrics available, but this ROI calculation is the simplest and often the most effective starting point in explaining your program's benefits.

Based around your KPIs, the Measuring step is the most important in quantifying the results of your program. Your KPIs are just the first step, however, in determining your actual ROI.

### You may want to include a number of other factors to make your ROI calculation, including:

- Cost of overall marketing program
- Cost per lead
- Cost per sale
- Overall length of customer relationship (are you getting repeat business?)

You'll also have specific metrics for each campaign – ones that you can analyze to improve your numbers. Email marketing platforms, for instance, can show you how many people opened your email, what they clicked in it, and whether or not they pursued more information from you. Social media tracking can show you what time of day is best to post, depending on past performance.

# 5 Report

Use your findings

With any marketing plan, it can be difficult to get other decision-makers on board. The best way to prove the benefits of your marketing efforts? The bottom line.

A solid marketing plan will ideally affect both sides of the ROI equation – not only will you generate more high quality leads, but you'll also see your overall acquisition costs decreasing.

Old methods like display ads and Google AdWords can be costly, time-consuming, and inefficient. New marketing programs built around high-quality content wherever buyers are searching create resources that you can continue to use and repurpose.

The tracking and reporting tools available today will enable you to show tangible, goal-focused improvements in your marketing program. There's no better way to answer questions and alleviate concerns than with hard facts, numbers and a strong ROI.

## Get found where, and when, your best prospects go looking.

Getting found. It's the difference between a booming business and a busted bottom line. But how often do your ideal prospects actually look for a new supplier? And really, just how many of those prospects *are* there? It's not as often, and not as many, as most think.

And that's exactly why you should think about promoting your business on ThomasNet.com.

Our discovery platform is built around the understanding that opportunities to connect with your best prospects simply don't happen every day. And it puts you in the right place, at the right time, with the right information when they do.

Whether you're looking to break into new markets, or just want a bigger piece of the markets you're in, give us a call. **800.879.6757**

